



OHMVR COMMISSION MEETING Redding, CA

March 23, 2013

STAFF REPORT: Education & Outreach Update
STAFF: Jared Zucker, Park & Recreation Specialist
SUBJECT: 2013 King of the Hammers Outreach Effort

Summary

The Off-Highway Motor Vehicle Recreation (OHMVR) Division's Outreach Team unveiled its recently improved Outreach Program, February 4th – 8th, at the 7th annual King of the Hammers OHV event in Johnson Valley, CA. The event featured several OHV competitions, including a dirt bike race, a recreational off-highway vehicle (ROV) race, the Every Man Challenge 4x4 race and, the main event, the King of the Hammers. Competitors came from around the globe to participate in what is touted as the toughest one-day race in the world, drawing over 50,000 spectators.

Discussion

The goal of the Outreach Program is to provide messaging in four key areas:

1. To encourage OHV education related to responsible recreation and public safety.
2. To promote the balance of recreation with conservation and resource protection.
3. To explain what the public can do to assist the OHMVR Division continue to provide sustainable OHV recreation opportunities.
4. To inform the public regarding the statewide leadership role of the OHMVR Division in the areas of safe and responsible OHV operation, environmental protection, and enforcement of OHV laws.

For this event, the Outreach Team focused on Strategic Plan Goal 4, to develop an informed and educated community, and Goal 5, to emphasize the importance of developing and maintaining cooperative relationships within the OHV community.

Through a coordinated effort with the OHMVR Division's Law Enforcement Team, the Outreach Team set up a large booth featuring the newly renovated outreach trailer, eye-catching informational banners, the OHV safety mannequins, a Tic-Tac-Toe OHV game, and a cadre of other tools, such as OHV maps and TreadLightly! literature, relevant to the target audience. In addition, the Outreach Team debuted their ATV Safety Simulator Program for the first time outside of an SVRA.

During the five day outreach effort, approximately 1,500 people were contacted within the vendor area, known as Hammer Town. Primarily, the public requested information about the new ROV laws and was interested in OHV opportunities in and around Johnson Valley and within the state. For youth attending the event, TreadLightly! coloring books with educational messaging, and other youth-centered activities, including the ATV Safety Simulator, were very popular.

The diverse expertise represented by our outreach staff emphasized the importance of a balanced outreach approach. Not only is the OHMVR Division's role to educate the public, we also exchange information with our partners on how best to manage OHV recreation. Representatives from the OHMVR Grants Team were present to interact with grant applicants, including the Bureau of Land Management (BLM) and San Bernardino County Sheriff's Office.

The Outreach Team's presence in our first year at King of the Hammers was a success due to the coordinated efforts of OHMVR Division staff, our agency partners, and the event promoter. The Outreach Program plans to increase event participation in the future to reach greater numbers of the public. The public's understanding of the OHMVR Division's role as the statewide leader in OHV management is achieved through efforts such as our participation at King of the Hammers, where the benefits of California State Parks and the OHMVR Division can be experienced firsthand.

Commission Action

For information only